



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor Application of:

Barbara J. Boe, et al.

Serial No.:

09/966,845

Filing Date:

September 28, 2001

Group Art Unit:

3622

Examiner:

Yehdega Retta

Title:

SYSTEM AND METHOD FOR PROFILING
CUSTOMERS FOR TARGETED MARKETING

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Dear Sir:

RESPONSE TO EXAMINER'S ACTION

In response to the Official Action mailed July 6, 2004, Applicant respectfully requests the Examiner to reconsider the rejection of the claims and the objections to the Application in view of the following amendments and/or comments as set forth below.